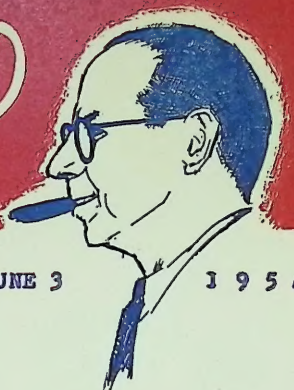


Ballyhoo



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VACATION TIME

It's June ... and unless I miss my guess, it's at least a ten to one shot that plans for your summer vacation are either completed, or well under way ... and the chances are they include a motor trip in the old, family jalopy ...

I cover a lot of mileage in the course of a year, and can't help but be impressed by the increasing number of cautionary signs and posters on all the main highways and important intersections ... put up for your protection by the Ontario Department of Highways.

Sure, I know ... We're all good drivers ... It's always the other guy who's a bum ... Of course he may feel the same way about you ... But fellows, take it easy on the road ... especially during July and August, the peak vacation periods. In addition to our own cars there are countless thousands of tourists from all parts of the continent using our highways ... who are not quite as familiar with our traffic regulations as we are. Extend the same courtesy to them that you expect when visiting their home territory ... Yield the right of way rather than get into an argument ... Place YOUR safety, and YOUR FAMILY'S safety, first ... It makes good sense, and helps promote good public relations for our province, and our country.

I want to see all my guys around when we count noses at the end of the holiday season ... Let's not have any permanent "Among the Missing" ... Let's enjoy our well-earned vacations ... Let us not become just another statistic in the highway traffic toll files ...

And by the way ... Have you sent in your proposed vacation dates yet? ... Gotta have 'em you know ... So, Happy holidays ... and HAPPY and SAFE motoring.

D.E.K.



Ballyhoo

WADDAYA SAY NOW?

BONANZA

Well ... next week, when we publish our monthly score-board you'll know exactly where you stand at the end of our fifth month, in the current BONANZA drive ...

Some of the scores are going to look awfully good ... others ... well, I think I'll let you judge for yourself. By and large, to date this has been a very satisfactory contest, within certain limitations ... and I know that the right people - and by that I mean the ones who really put everything they had into this - will walk off with the prize money.

But ... how about the others ... of whom I'm glad to say there aren't too many! Are they ... and I hope YOU'RE not one of 'em, just taking this in their stride ... smug and contented with being listed as also rans?

I have tried to make it clear that winning the prize isn't the important thing ... Not every participant can come in first ... but, it is expected that EVERY SINGLE MANAGER will at least make an honest effort to prove that he is giving generously of his brain and brawn to justify the position he holds and the title he has been invested with.

With only four weeks left, let's make this truly a community effort ... I want EVERY ONE OF YOU in those pages every week ... Let's not have any more "Among the Missing" ...

Let's make the "B" in BALLXHOO stand for BIGGER and BETTER ... Bigger and Better than what? I'll let you tell me.

How about it?

WITH OUR "BONANZA" DRUM-BEATERS

Wanna know somethin'? ... I'm beginning to wonder if I shouldn't pick out half a dozen guys in each group and run a contest just for them ... Boy, would I get action ...

It's not too hard to pick out the ones who are making a real stab at giving all they've got to the business of doing a real, honest-to-goodness selling job ... The May score-board, which I hope to have ready next week, should tell the story as clearly as any fancy words of mine. Hope you study it carefully, ask yourself some questions, and try to answer them honestly.

From the looks of some of our weekly reports lately, an all-out concentrated selling campaign is indicated ... If you're completely satisfied with the business your house is doing, then I apologize ... this isn't meant for you ... BUT, how would you like to put yourself on record, and tell me that a selling job is just that much wasted effort in your situation? Huh?

Come on guys ... FIVE WEEKS TO GO ... Do yourself some good in this drive, and you can't help but do your theatre an equal amount of good. The only way we can measure your effort is by visible evidence in the way of comparative results ...

YOU know you can do it ... I know you can do it ... but, how about showing me? It's easier to dream up a good selling gag than to have to dream up excuses for not having come through with at least a try.

So ... don't CRY ... TRY!

ALGOMA - SOO

For his date on NIGHT PEOPLE, Norm arranged a very effective contest in co-operation with radio station C J I C ... Basis of the contest was "Name the co-stars" in several Gregory Peck pictures. Result, a terrific letter response to both the station and the theatre ... Prizes, a few guest tickets to see the pic, Disc jocks came through with many good, free plugs.

For ROMAN HOLIDAY, Virenes Department store put in a really terrific window, featuring luggage and travelling clothes for that ROMAN HOLIDAY ... The Duke of Windsor Sport Shop also put in a good window tying in their sporting goods ... The C.P.R. window was jammed with stills and selling copy, recommending a ROMAN HOLIDAY this year.

CAPITOL- ST. KITS

I'm typing my fingers to the bone, and Vern's enjoying a Quebec holiday ... that figgers. However, Vernon did arrange a bit of ballyhoo before he left, which has been sent on to me by his assistant Arlie Katzman.

The Sea Cadets were invited to see HELL AND HIGH WATER, and paraded to the theatre, full uniform and all ... To everybody's surprise, the Standard came through with a good three-column pic of the do ... Keep sluggin' em Vern ... They may still realize

CAPITOL - ST. KITTS (cont'd)

that their co-operation isn't a one-sided deal, and that they derive their share of benefit in the added reader-interest.

The daily also came through with a good scene on the day before opening on an off-theatre page ... The Capitol is still getting good daily mention on the Morning Melodies program.

PARAMOUNT - PETERBORO

Art mentions a good ad in the daily paid for by Fowler's restaurant, tying in a theatre deal with their opening day ... That's fine ... but I don't see any tear sheet to support this. Not that I don't trust you Art ... BUT our rule is that all entries must be supported by visual evidence ... So, my friend ... No tear sheet, no points.

The Review and Lakefield News both ran scenes on three different days on Art's attraction NIGHT PEOPLE ... Both sheets also ran good stories on the tulip display in front of the Paramount ... Same duo also came through with a story and pictures of the local Safety Patrols, and the theatre's connection with them. Good stuff Arthur ... now how about going to work on the Examiner?

The C H E X's Kist Good Deed Show still netting Art lots of free time, three times each week ... The station also came through with a fifteen minute program of recorded Crosby tunes, in support of the Paramount's attraction LITTLE BOY LOST.

For the opening of Fowler's Restaurant ... and this has nothing to do with the cast of the missing tear sheet - Art used the old alarm clock gag ... with the clock sitting atop the cash register backed with a good theatre copy card. Anyone paying their check when the alarm went off received a guest ticket to the Paramount. Not too many ducats handed out ... but lots of good, novel publicity for Paramount and NIGHT PEOPLE.

A good standee occupied a place of honor on the sidewalk, at the curb directly opposite the box office ... Two local garages used 28 x 48 banners on NIGHT PEOPLE, tying in the deal with the current Safety Drive.

BROADWAY - TIMMINS

Bob got himself a good scene on the Women's page of the local daily on BEST YEARS OF OUR LIVES ... The song featured in the film, "Among My Souvenirs" was plugged so often over C F C L that it practically made the hit parade all over again. Naturally every time the song hit the air waves, so did a plug for pie and theatre.

Bob drew the entries on the Pot O' Gold show over C K G B each day for a week ... Wonder what he found to talk about ... You guess ... but it all adds up to good free plugs for the theatre.

For his date on MOONLIGHTER, Bob was able to place a good scene on an off-theatre page. Music from the feature was plugged over his radio program every day during the run.

TIVOLI - HAMILTON

Don't know how the guy does it ... what with the excitement of his imminent trek to the Maritimes ... the major renovations currently being effected ... and his complete personal attention to all the details of his normal daily routine, James must be slowly going nuts ... Yet, he manages to come through with stuff that rates with some of the best publicity and public relations endeavours on the continent ... Believe me James ... all this will stand you in good stead in your new position as a District Manager ... See if it won't.

Jim's feature happened to be CASANOVA'S BIG NIGHT ... and he came up with a stunt that was not only novel but really amusing ... Even Hamish had lots of fun ... but, we'll come back to that later ... First, let's look over the highlights of his basic campaign ...

An excellent window was arranged with the Ontario Furniture store, featuring a display made up of one sheets and stills, and using the line ... "Casanova Slept Here" etc.

The Lions Club carnival, an annual affair, was in full swing, and Jim kinda turned the tables on them, using what is generally regarded as opposition, to sell his theatre attraction. He had a bannered truck at the carnival at peak hours, and used the same banner as a background for some of the Lions-operated booths ... Didn't hurt, believe me. Of course Jimmy is a Lion himself, and his brother Lions didn't put up too much of a kick. So ... membership in a service organization can pay off.

Paramount kicked in \$20.00 for radio spots, and on the strength of this, Jim promoted about seventy bucks worth of free time ... Another radio tie-up with C K O C's most popular Quiz Show during the noon hour netted Jim free daily spots in return for one ducat daily to be used as a consolation prize.

For the Roger Bannister news flashes, Jim secured good stories on the sports spots over both radio stations ... Cost? Don't be silly ... It's Hamish we're talking about.

Now for the fun ... Primo Carnera happened to be in town for a wrestling engagement ... and as he has a small role in the picture, Jim arranged for an interview with him which resulted in two swell columns over Johnny Robinson's signature in the Spectator, plus a two-column pic of Jimmy chatting with this mighty mountain of muscle ... although from where I sit I almost mistook our Mr. McD. for just another muscle ... The accompanying stories were just about the funniest I've read in Robinson's column to date, and at his worst, the gent is one of the best columnists in the business ... You may be sure, nearly everybody who can read in Hamilton got an eye-full of this Carnera deal ... and the sly references to the Tivoli and CASANOVA ...

The above, plus a good two column scene on an off-theatre page just about winds up Jim's campaign for this week ... What next little man? ... How are we going to keep you in the running for the prize dough after you leave for the Maritimes? That's one we'll have to figger out pretty carefully ...

PALACE - GUELPH

THE COMMAND rated a good scene on an off-theatre page of the local Mercury ... Kennedy's Book Store put in an excellent window tying in their pocket-book editions with the feature SHANE ... the display featured mounted 11 x 14's, stills and good copy. Another window was arranged with the United Cigar store along similar lines ...

Herb worked the Lustre-Creme deal, tying in ELEPHANT WALK, with eight individual drug stores in the city ... One of them, Stewart Drugs, is trying to work out a deal whereby they can provide Herb with samples for a give-away in connection with his playdate.

Van Husen shirts have a co-op deal featuring various stars wearing their shirts ... so, Herb arranged with Enchin's Men's wear to put in a window featuring Dana Andrews, star of ELEPHANT WALK wearing one of the shirts, together with good art and selling copy.

CENTURY - HAMILTON

Mel contacted the local representatives of the N.F.B. who co-operated in plugging THE STRATFORD ADVENTURE ... Another full-page co-op in the local Review ... this time it plugged IT SHOULD HAPPEN TO YOU.

REGENT - OSHAWA

Some good stuff in from Al Hartshorn, out in the Motor City ... Incidentally, the guy's still only supposed to put in six hours a day ... doctor's orders and all that ... Wonder what he'll come up with when he gets the green signal for unlimited action ...

The I SAW deal is still one of the highlights of the Times-Gazette ... The daily also came through with a good scene on an off-theatre page, on ROMAN HOLIDAY.

Al was able to fast talk the publisher, no less, into setting up an ad on the exclusive showing at the Regent of the Queen's return to London ... and this at ten P.M. on the day before ... something unheard of in this neck of the woods ...

Another excellent co-op by Collette's Beauty Salon stole the page, featuring this time, Audrey Hepburn in ROMAN HOLIDAY.

And Alfie didn't neglect to give the local radio station a break too ... The lads, all friends of his, aired the interview disc on the day before he opened with the feature ... Also all the deejays went all out to make sure that everyone in Oshawa knew that the first pictures of the Queen's return were being shown on the Regent screen.

The Mystery Personality contest still being featured over C K L B, assuring Al of plenty of good publicity on his current attractions at a cost of two ducats per week ... Good displays in the Metropolitan store and Genosha Hotel.

CAPITOL - WELLAND

I don't know if there's much grass in Welland ... If there is, it certainly isn't growing under George Forhan Jr.'s feet ... The lad's got problems, believe me ... It's not easy to step into a new and completely strange situation, try to get settled and still keep the old Ballyhoo pot boiling ... but, young George manages to do some kind of a selling job on every attraction which hits his theatre ... Could be the guy takes his job seriously ...

For his date on ROSE MARIE, George promoted three hundred ice cream bars from a local dairy, advertised the event in the theatre and his daily ads, and completely sold out his Satmat. And that's quite a feat in Welland these days ... There were more youngsters milling around the theatre than he thought there were in all of Welland county ...

For a week in advance of his playdate, a local character in Mountie dress uniform paraded the streets ... well placarded, of course. Mort Grant, George's assistant, secured a good window on the main drag, which was loaded with colourful posters and good selling copy.

During his Saturday matinee, George held a contest for the youngsters to determine the best dressed Indian and Mounty. Boy ... what a mob. The Capitol stage looked like a Warner Bros. Cowboy and Injun set ...

To add to the fun, George had a lucky seat draw ... At the count of ten everyone in the audience had to rise and look under the seats ... Ten youngsters found lucky passes to the next Capitol attraction ... The place was a madhouse, but I'd be willing to bet a plugged nickel that the kids'll be back next week, and the week after, looking for more stunts and more gags ...

And that my friends, is what makes for good business. Keep it up George ... You may have got into this too late to knock off a prize in our current BONANZA ... but, there'll be other drives, and the experience you're getting now should put you right up with the leaders in the next one.

GRANADA - HAMILTON

Paul's crying the blues, and can't say that I blame the guy too much ... With the product available to him, his possibilities, ballyhoo-wise have worn pretty thin, and that doesn't sit too well with friend Turnbull, who loves to do a real selling job. But ... a succession of Westerns and oldies makes it pretty tough to dream up new gags the public will buy.

Paul did manage this week to come up with a pretty good window in the Lucas Travel Agency office ... plugging air travel to France ... Basis of the deal was naturally his booking of MAN ON THE EIFFEL TOWER ... Model planes and French posters ... (not the kind you're thinking of) ... contributed to a most effective display.

CAPITOL - GALT

Glad to see that Eddie came through with some good stuff this week ... Ridsdale's Record Bar devoted their newspaper ad almost exclusively to HANS CHRISTIAN ANDERSON, and also put in a good window featuring albums and sheet music, with a good background of posters and stills provided by Eddie.

The Reporter kicked in a good two column scene on an off-theatre page ... Connie's Music Center goofed at the last minute, and failed to come through with the newspaper tie-up they had promised ... but, they did put in an excellent window, using one-sheet art as a background ... with several theatre copy cards.

The music supervisor for the Galt Public Schools, an old friend of Eddie's, made announcements of the showing of ANDERSEN in all the schools he visited, although that's strictly against the Board of Education's policy ... Nice to have friends like that ...

ROYAL - GUELPH

Ted's I SAW deal still running in the Mercury six days a week. Good two column scenes on both BAD FOR EACH OTHER and HANS CHRISTIAN ANDERSEN appeared on off-theatre pages... Kelly's Music Store devoted their whole quarter page ad to a direct ANDERSEN tie-up, featuring recordings by Danny Kaye.

ORPHEUM - SOO

For her showing of SHANE, Olga inserted a notice in her daily ad, offering a free admission to the first twenty five young'uns dressed as cowboys to make an appearance at the theatre on Saturday morning ... Talk about a stampede! C J I C made a few tag announcements about this, and everyone was happy with the results.

Moore's Music Store featured a window of stills, posters etc. tying in with their Western music albums, with special emphasis on the two song hits from the feature.

CAPITOL - PETERBORO

For SHE'S BACK ON BROADWAY, Len had signs made up in the shape of arrows, and posted them on posts all around the town, all pointing in the direction of the Capitol.

A good two column scene on each of the above and HONDO in both the Review and Lakefield News ...

Len's Robin Hood Foto Nite deal still going strong, and getting him plenty of free publicity over C H E X ... and that looks like it for this week ...

Come on Leonard ... You can do better than this ... You've done it before and I'm sure you can do it again ... Just because you've knocked off one monthly prize doesn't mean that you're disqualified from trying for others ... Get going, man.

CAPITOL - NORTH BAY

Let's see what Bob has to offer this week ... The feature, EASY TO LOVE ... First we see that North Bay Confections paid for another 2,000 heralds, which were distributed at the theatre, and by the Nugget's carriers.

Pat's Restaurant featured an EASY TO LOVE sundae, on special place cards printed for the occasion, giving liberal mention to theatre and attraction.

An excellent newspaper ad was secured with North Bay Garage in the classified section, reading "It's so EASY TO LOVE a North Bay Garage used car" etc.

White Bros. ran a quarter page ad, tying in EASY TO LOVE with their new washing machines ... Pat's Restaurant also donated a pretty fair portion of their 200 line ad, to feature title and theatre credits.

One of Bob's usherettes paraded the Main street, wearing a large paper apron lettered "It's SO EASY to drop your apron ... EASY to leave the dishes ... SO EASY to see EASY TO LOVE" etc. Leave it to Robert to think up a novel and inexpensive street bally.

Good windows were put in for Bob by Bannon Bros, Hosken and Prested, Economy Shop and White Bros., and this time they were really window displays, not just attraction cards. Attaboy, boy.

Now to turn to radio ballyhoo ... Bob received daily mention on the North Bay Confections program ... theatre credits on the North Bay Garage program, and special plugs on the C F C H "Hollywood in Review" daily programs, which mentioned a different star each day, with accompanying music by Tony Martin.

And that looks like it from our Robert ... You keep piling up the points Mr. "Q" and you're liable to wind up in the number one spot for May ... Would you like that?

X.X.X.X.X

Among the missing this week are Jack Bridges, Jack Ward, and, and it's getting a little monotonous ... Jeff. Can't win any prizes or recognition that way, fellows ... I know it takes a lot of thought and effort to get a sandwich man out on the street ... buy, even that will get you into these pages ... Or, maybe you just don't care ... what?

Anyway, it's good to see that the majority of our gang are really trying ... could be they can try just a little bit harder ... but at least they're contributing something ...

You know guys ... all you have to do is copy what some of our lads have done in the past ... It's all in these pages. Thumb through a few back copies ... Maybe you'll come up with something. With that thought, guess I'll sign off until next week.

D.E.K.